

COIN CONNECTION

ATARI® Introduces Tempest™ with New QuadraScan™ Color

ATARI introduces a whole new dimension in video games. Tempest is a vision of the future with the new ATARI QuadraScan Color monitor, a spectacular visual experience of dazzling color and incredible 3-D realism. Tempest challenges players continually with changing playfields and increasingly persistent enemy attackers.

Players are situated at the top of a tube, looking down at various invaders who threaten to shoot up the corridors of the tube and destroy the player. The player controls a Blaster which can be maneuvered around the perimeter of the tube to shoot and destroy the advancing enemies before they eliminate him.

There are 16 different geometric playfield configurations. Each time the player eliminates all of the monsters in one playfield he is transported immediately to a new playfield and a higher skill level where there are faster, more hostile invaders. The action and player challenge never let up.

With the new ATARI Skill-Step™ feature players may choose from 28 different skill levels once they have entered the game. As long as a player has successfully completed a skill level, he can begin a new game at that skill level rather than returning to the beginning skill levels of the game.

A special "Super Zapper" control eliminates all invaders on the screen. Used a second time in the same skill level, the Super Zapper is only partially effective, destroying one randomly selected invader. If the fire button is pressed continuously, it will shoot short bursts of fire at the enemy targets. The High Score Table reflects the scores and initials of the top eight players and retains the top three when power is off.

continued on next page



The Upcoming AMOA Show: Preparations are Underway

The AMOA Show is less than a month away. Here at ATARI, two departments have been particularly busy preparing for the Show: Marketing Services and Market Research.

Marketing Services is already starting to put together literature packages for the Show. All of the information on the latest games from ATARI, like Centipede™ and Tempest™ will be available. They will be running a high score contest similar to the one held last year and rewarding the winners

with ATARI T-shirts. Other responsibilities include organizing the distributor cocktail party, and working with Tournament Games, Inc. on the cocktail party being held for operators as a part of the ATARI \$50,000.00 World Championships.

Who is Marketing Services? Mariann Layne is Manager of the department, Laura Burgess is Coordinator and Linda Summers is Assistant. Linda has recently joined the department

and will be at the Show with Mariann and Laura.

Market Research is also preparing for AMOA 1981. As they have for the past few years, they will be conducting a Tellus™ Survey, asking operators to tell them about their operations. They are interested in what types of

locations ATARI operators run, what their product mix is, and what they would like to see in future ATARI games. After they compile the information

gathered at the AMOA, they are better able to anticipate future operator needs. The results of the Survey are also published as "Did You Know?" research tips in the Coin Connection every month.

Market Research has also added another person to their staff. Mike Friedman, Market Research Assistant, has been with ATARI for about four months, and he will be attending his first AMOA, helping Mary Takatsuno and Linda Butcher conduct the Tellus Survey.



Tempest™ Promotional Materials Available

Tempest has inspired a new selection of promotional materials illustrated with the same exciting and colorful graphics that highlight the game itself. Available for promotional giveaways, prizes and incentives are dramatic Tempest posters and T-shirts. The T-shirt is a durable 100% cotton with the Tempest art displayed on the front of a bright red shirt. The poster measures 24" x 36" and would be an attractive addition to any location.

Atari is also offering a promotional kit that includes a full color data/fact sheet, two different 60-second radio scripts specially prepared to emphasize the exciting Tempest game play (also available on a pre-recorded cassette for a nominal fee), a radio tip sheet advising you how to place ads to hit your target group most effectively, and other informational materials to help you reach all your potential players.

The Tempest promotional kits are available through Marketing Services at 1215 Borregas Ave., Sunnyvale, CA 94086. T-shirts and radio cassettes, at a nominal fee, and posters can be ordered from ATARI Coin-op Customer Service, 1105 N. Fairoaks Ave., Sunnyvale, CA 94086.



Promotion for Profit

If your location is near one or more fast-food restaurants (hamburger or hot dog stand, pizza parlor, taco stand, etc.) you can use the following joint promotion idea. Designate one of your games as the "pizza parlor" (or other restaurant) machine. When a player beats the high score on this game, award him with a coupon good for a free pizza or soft drink at that restaurant. Ask the local restaurant to use tray

liners containing coupons for free games at your location or to give a flyer containing coupons for free games with each purchase. If you have an idea for the Promotion for Profit column, send a description of the idea, along with your name and address of your location, to the Editor, Coin Connection, 1265 Borregas Ave., Sunnyvale, CA 94086. We'll send you a free gift if your idea appears in the Coin Connection.

POSITIVE PUBLICITY

ATARI Featured in Smithsonian Article

In the September issue of "Smithsonian" magazine there is a 12-page article which focuses on ATARI and video games and the effects they are having on today's youth. One of the major points of the article is that the young people playing the games are not only acquiring skills in manual dexterity and spatial coordination, but they are also learning that computers are not necessarily large and impersonal dispensers of bills and junk mail.

Since the video games respond to players by playing back, the players get a much more personal feeling from the games.

The article is very positive on video games and their applications to the future. The possibilities created when video games are used to educate and train are exceptionally varied. And by exposing kids to video games, they become familiar with computers and computer logic in a friendly way.

ATARI Introduces Tempest continued

A new sequence in the self-test mode displays valuable operator information such as the total number and average game times for one and two player games. Operator-selectable bonus levels are available, as well as an operator-selectable setting for "easy", "medium" or "hard" game difficulty. The cocktail and Cabaret™ versions of Tempest feature the separate coin door and locking cashbox, and all three cabinet versions offer 25¢ coining options and four different language selections.

"Tempest is a really exciting new game, a play experience that goes beyond any previous video game concept. The QuadraScan Color display system is unique, a technological breakthrough that offers the player a spectacular visual event, and Skill-Step™ allows players of all skill levels to be challenged no matter how long or how much they've played the game," said Frank Ballouz, V.P. of Marketing for the Coin-op division. "We feel that this game will set a precedent for all future video games."

It Pays to Deal with Authorized ATARI Distributors

Recently our Field Service department has received some calls from operators who need games serviced. While Field Service technicians can answer specific questions over the telephone, the technicians working for your authorized ATARI distributor can come right out and take a look at the game. They are trained to service ATARI games quickly and efficiently.

There are other reasons why you should give your local ATARI distributor a call. He can offer you the complete line of ATARI promotional items such as T-shirts and posters for Tempest™ or Centipede™. During the ATARI

\$50,000.00 World Championships contest, your authorized ATARI distributor was the one to provide you with the Tournament Kit order cards.

Only an authorized ATARI distributor can take care of all your needs. You can always recognize him because he'll be displaying his authorized ATARI distributor plaque. Look for the plaque — it's the sign of good quality and good service. If you need the number or address for your local authorized ATARI distributor, just call ATARI Coin-op Marketing at 408-745-2500 and they will refer you.

Did You Know?

In 1980 operators reported an approximately equal number of videos (both standard upright and cocktail table models) and pinballs in their bar and tavern locations. In the average bar site, video games out-earn pinballs by \$10-\$15 per week. This is one of many findings from the ATARI Tellus™ Survey that was con-

ducted at the AMOA in 1980.

We expect that the next Tellus survey will show an increase in the number of videos, especially cocktail table models, in bars and taverns in 1981.

Tell us what you think. The Marketing Research group will be conducting another survey at the ATARI booth at the 1981 AMOA.

PERSONNEL PROFILE

Bob Harvey

Bob Harvey was born in Chicago 33 years ago, but even though he was raised in the city which could be considered the home of coin-op games, he took the long way around to getting into our industry. He spent 13 years as a manufacturer's rep and western regional sales manager for a tailored clothing firm before making the move into the coin-op amusement industry.

After speaking with a friend at ATARI about the future of video games and the coin-op industry as a whole, he became interested in making a change. In October of 1981 he was introduced to and interviewed by Frank Ballouz and Don Osborne. After the interview he knew he was definitely interested, so he bought himself a ticket to the AMOA to "see for myself", as he put it, what the industry was all about.

After attending the show he was very enthusiastic about video games, and in January of this year he joined ATARI as a regional sales manager in the Coin-op Sales department. So after 13 years in the clothing business he made the change to video games and what was his first assignment at ATARI? To find tuxedos for his colleagues who were attending the distributor meeting in Pebble Beach.



Recently Bob toured the Midwest and Northeast to promote the ATARI \$50,000.00 World Championships. This gave him an opportunity to meet with not only the distributors but also the operators so we can get their input. He was really impressed with the response the Tournament was generating.

Bob has lived in California for 9 years. He currently has two children, a son and a daughter, and he and his wife are expecting their third child right around the time of the AMOA Show.

All in all, we feel that Bob brings a fresh and energetic outlook to ATARI's Coin-op Sales department, and we're happy to have him aboard.

ATARI Employees Contribute to Muscular Dystrophy Campaign

Jo-An Torres and Judy Hernandez in Coin-op Customer Service were the star performers in a 15-mile walkathon held to benefit the Muscular Dystrophy Association. Many ATARI employees participated in the walkathon, organized by Anne Gechman of the Computer division of ATARI, but Jo-An and Judy really went all out in their fundraising efforts. Each employee was supposed to find at least 10 sponsors to pay 10¢-15¢ per mile for the number of miles completed by the walker.

Well, Judy and Jo-An contacted some of our ATARI distributors and gathered pledges for \$10-\$15 per mile. Between the two women, they raised close to \$3000.00, quite a substantial contribution to the total sum given by ATARI. Those distributors who supported Jo-An and Judy's efforts were: Active Amusement, Advance Automatic Sales, Sally Northeast Distributing, Betsen Enterprises, Betsen Pacific, C.A. Robinson, Central Distributing, Dunis Distributing, Empire Distributing, Laniel Automatic, Lieberman Music, McKee Distributing, Modern Vending, Mountain Coin Distributing, New Orleans Novelty, O'Connor Distributing, Southwest Vending Sales, and State Music.

When asked how they raised



this much money, Jo-An said that she attributed this generosity to "the tremendous rapport which has been established between ATARI and our distributors."

A check for the total given by ATARI was presented on a local television station's broadcast of the Muscular Dystrophy telethon over the Labor Day weekend by Don Osborne, VP of Sales for Coin-op. Jo-An and Judy also appeared with Don during the television presentation.

We at ATARI are proud of all those employees who contributed to the MDA walkathon, and particularly to Judy and Jo-An for their super effort.

Creating Your Own Advertising

A number of operators have contacted us regarding the design or production of their own advertisements. When a new game comes into a location or a tournament is held to benefit a local charity, ads in local newspapers or in neighboring store windows are a very effective means of drawing new players to the location. But what do you do about including the ATARI name and logo, trademark notification or registered copyright marks?

If you are preparing advertisements for a tournament or other event, the ATARI name and logo need not be mentioned with an ATARI game name. Alternately, the name of the game could be followed by an asterisk (*) at the upper right of the name. A note corresponding to the asterisk would then appear at the bottom of the page. "Indicates trademarks of Atari, Inc." When advertising a new game at your location, the same rules apply.

Any questions you have about the proper use of the ATARI name and logo should be directed to the Marketing Services department at 408-745-2500. The people there will help you with more specific questions. And remember, "camera-ready" art specially designed for local advertisements is available from Marketing Services in the promotional kits which are prepared to accompany each new ATARI game.



OPERATOR OF THE '80s

Roy, Jim and Gary Ham of San Francisco, CA

Stretching from Novato to San Jose, California, Glenn Rowe Vending of San Francisco is one of the oldest vending operations of cigarettes and juke boxes. About four years ago, Glenn Rowe decided to start carrying video games in their numerous restaurant and bar locations. Jim Ham, vice president of Glenn Rowe explains how they began using video games. "We noticed the increasing popularity of video games and decided to try a few in some of our locations."

And according to Jim, Glenn Rowe is glad they did. "When Asteroids™ hit the market and stayed at the top for so long, we knew that video games would be a lasting phenomenon."

He believes that restaurants and bars are a natural locale for video games "because they offer relaxing entertainment to the patrons. It's definitely the way of the future." He is particularly pleased with the cocktail cabinet which allows room for a drink or two to be set on the game while playing.

Jim has been in the family business since he was 12 years old. His father, Roy Ham, is president of Glenn Rowe. Jim worked for his father cleaning parts bins and washing down floors when he was younger and continued to help out at the operation even during his summer breaks from college. Jim worked as a stock-broker following his graduation, but after four years he decided to come back into the family-run business. Jim is thankful for being "raised" in the business and attributes the success of Glenn Rowe to his father's expertise.



Roy Ham, President of Glenn Rowe (above), and Gary (left) and Jim Ham (right) with ATARI's Asteroids Deluxe™.

Gary Ham, Jim's brother, works as the shop foreman and is enthusiastic about video games in the Glenn Rowe locations. As far as problems go, Gary cited one called "the string" for which he found a solution. Basically, the string is a piece of fishing wire attached to a coin which makes the game add up extra points. Gary's method of combatting this problem is to attach a string cutting mechanism in the coin control box. Jim and Gary both feel that the important factor in keeping problems such as the string to a minimum and increasing revenue at the same time is to maintain a strict control over

the kids playing the games. "A few ground rules and being aware of the games keeps service problems to a minimum. If the proprietor keeps an eye on the machines there is little chance for problems to develop," says Gary.

Jim attributes Glenn Rowe's success to two philosophies. "Number one is treating employees with fairness," Jim explained. Evidently Glenn Rowe employees agree, since less than five years of service is considered a "new hire". The shop supervisor, John McDonald, has been with Glenn Rowe for 32 years. The second factor for success is

maintenance of machines. "A reliable service network," contends Jim, "is imperative in this business. We constantly upgrade games because if revenues drop off, we may lose a location."

Jim's 26 years of experience in the operating business has helped him make wise decisions. He believes that video games in restaurants and bars are the way of the future. He is contemplating holding tournaments in some of his locations. The promotions for the tournaments would differ depending on the type of location, either neighborhood bar or large or small restaurant. He believes the proprietor is most knowledgeable in types of promotions that would be most suitable for his location since each owner is particularly sensitive to his own business' needs.

Jim is an avid fan of video games. "He just loves Asteroids!" said his father, Roy. The years of experience in the Ham family, along with their enthusiasm for video games, guarantees their continuing success for many years to come.

TECHNICAL TIP

Centipede™ Mini Trak-Ball™ Controller

In some cases, a mini Trak-Ball may remain noisy even after the ball bearings have been oiled. The cause is a sticky ball.

To clean the ball, spray the ball lightly with household furniture polish and spin the ball with a clean rag. Do not spray too much polish on the ball, as this may damage the coupler PCB.

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